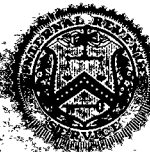


INDUSTRY CIRCULAR

OFFICE OF THE COMMISSIONER OF INTERNAL REVENUE
ALCOHOL AND TOBACCO TAX DIVISION



WASHINGTON 25, D. C.

Industry Circular No. 59- 60

December 3, 1959

DISCLOSURE OF COUNTRY OF ORIGIN ON DISTILLED SPIRITS LABELS

Importers, Bottlers of Distilled
Spirits and others concerned:

Purpose. The purpose of this circular is to inform importers and bottlers of imported distilled spirits of the amended provisions of the Federal distilled spirits labeling regulations with respect to the disclosure of the country of origin on labels.

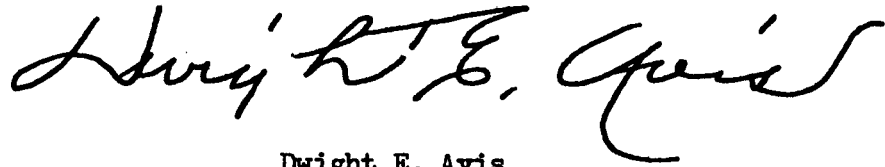
Background. Section 35, Regulations No. 5, Relating to Labeling and Advertising of Distilled Spirits, (27 CFR 5.35), has been amended by Treasury Decision 6410 to require the country of origin to appear on the brand or back label of all distilled spirits whether imported in bottles or bottled after importation.

Acceptable labeling. While the preferred manner of showing the country of origin would be "Product of _____", the blank to be filled in with the name of the country of production, the following forms of origin identification will also be acceptable:

1. Where the name of the producer, blender or distiller, as the case may be, appears on the label and is preceded by the phrase "Produced by", "Blended by" or "Distilled by" and followed by his address. The name of the country in the address may not be abbreviated but must be fully spelled out. For example "V. I." must be stated as "Virgin Islands"; or
2. Where the name of the country of production is required to appear in the class and type designation such as "Blended Scotch Whisky", "Blended Irish Whisky" and "Blended Canadian Whisky"; or
3. Where the name of the country appears on the label as an appellation of origin such as "French Brandy", "Virgin Islands Rum", "Mexican Tequila", etc.

Effective Date. The effective date of the amendment as contained in T. D. 6410 is December 1, 1959. The Alcohol and Tobacco Tax Division is in receipt of numerous appeals for further time to permit revisions in labels. In view of these circumstances, no objection will be made to the use of existing label inventories under appropriate certificates of label approval for a period of six additional months, or until June 1, 1960. On and after such date the labels must be appropriately revised and certificates of approval obtained. Certificates of approval now held by permittees which cover labels not conforming to the amended regulation should be returned for cancellation after June 1, 1960.

Inquiries. Correspondence in regard to this industry circular should refer to its number and be addressed to the Director, Alcohol and Tobacco Tax (O:AT:BP), Washington 25, D. C.

A handwritten signature in cursive script, reading "Dwight E. Avis". The signature is written in dark ink and is positioned above the printed name and title.

Dwight E. Avis
Director, Alcohol and Tobacco Tax Division